International Conference on Contemporary Education and Society Development (ICCESD 2019)

Advances in Social Science, Education and Humanities Research Volume 332

Jinan, China 20-21 July 2019

Editors:

Junwei Shi Syed Abdul Rehman Khan

ISBN: 978-1-5108-9068-8

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2019) by Atlantis Press All rights reserved. Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: http://www.atlantis-press.com/php/pub.php?publication=iccesd-19

Printed with permission by Curran Associates, Inc. (2019)

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400 Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

TABLE OF CONTENTS

| RESEARCH ON THE CORE COMPETITIVENESS OF JIANGSU HENG RUI | 1 |
|---|----|
| A STUDY OF COHESION IN SIMULTANEOUS INTERPRETING | 5 |
| Yangqiong Lin ON THE POSITIVE INTERACTION BETWEEN MODERN SELF-MEDIA AND COLLEGE | |
| ENGLISH TEACHING | 11 |
| Min Deng | |
| THE CULTIVATION OF TRANSLATORS' TERMINOLOGICAL COMPETENCE IN THE ERA OF GLOBALIZATION: A CASE STUDY OF TRANSLATING "WELL-POSITIONED SEISMIC | |
| MEASUREMENTS" IN OILFIELD REVIEW | 15 |
| ASEAN-CHINA COOPERATION UNDER THE FRAMEWORK OF CAFTA | 19 |
| Luyuan Xu, Jianzhong Zhang | |
| THE ROLE OF AIIB AND NDB IN THE DEVELOPMENT OF THE ASIAN FINANCE | 23 |
| Guliev Igbal, Kamalov Rustam, Rassolova Irina, Arzhaev Fedor EXPLORATION ON CONSTRUCTION PATH OF VOCATIONAL EDUCATION | |
| INFORMATIZATION FROM THE PERSPECTIVE OF EDUCATION INFORMATIZATION 2.0 | 27 |
| BRIEF ANALYSIS ON THE LEGAL PERSONALITY OF ARTIFICIAL INTELLIGENCE— | |
| TAKING INTELLIGENT DRIVING VEHICLES AS AN EXAMPLE | 31 |
| Maoguo Chen, Hui Chen | |
| POLITICAL TECHNOLOGIES OF THE POWER STRUGGLE IN PUBLIC POLICY | 35 |
| Shcherbakov Alexander, Akhtyamova Evgeniya, Kashaev Nail, Imangulova Galina, Iamalova Elvira STUDY ON VIRTUAL REALITY TECHNOLOGIES IN THE TEACHING OF RESIDENTIAL | |
| INTERIOR DESIGN | 40 |
| Yu Zhang, Geng Huang | |
| DISCUSSION ON THE PROBLEM OF RELATIVES' FREE WITNESS IN CHINA-COMPARED | |
| WITH FOREIGN LAW | 44 |
| Yaoying Gao A BRIEF DISCUSSION ON LAWYERS' REASONABLE CHARGES FOR PROFESSIONAL | |
| ETHICS-TAKING CHONGQING PAN YABO'S LAWSUIT FOR VIOLATION OF CHARGES AS | |
| AN EXAMPLE | 48 |
| Yaoying Gao | |
| RED TOURISM AND THE REVITALIZATION AND DEVELOPMENT OF THE OLD REVOLUTIONARY AREAS IN SICHUAN | 52 |
| Fei Li, Xingjie He, Zhuoyao Tang, Xiaoqiang Xu, Chuanhao Hu, Xu Hong | |
| ANALYSIS OF CLASSROOM TEACHING BEHAVIOR OF JUNIOR MIDDLE SCHOOL MATHEMATICS TEACHERS IN TIBETAN AREAS | 56 |
| Xiaoya Wang, Cairang Xiawu | |
| ANALYSIS ON THE LEGITIMACY AND RATIONALITY OF SHELTER EDUCATION SYSTEM Linging Zhai | 61 |
| CURRENT SITUATION AND REASON ANALYSIS OF MARKETING COURSES TEACHING | |
| METHOD BASED ON "INTERNET +" BACKGROUND | 65 |
| THE ENLIGHTENMENT OF THE IDEOLOGICAL AND MORAL CULTIVATION AND THE | |
| LEGAL BASIS CURRICULUM IN COLLEGES AND UNIVERSITIES ON THE REFORM OF | |
| EDUCATIONAL METHODS | 69 |
| Lei Zhou RESEARCH ON THE PATH OF IDEOLOGICAL AND POLITICAL CONSTRUCTION IN | |
| HIGHER VOCATIONAL EDUCATION IN THE NEW ERA | 73 |
| Zhimin Yu, Xiaoliang Yang | |
| THE ENLIGHTENMENT OF CHINESE EDUCATION FOR PRESCHOOL CHILDREN ON | |
| SOCIAL DEVELOPMENT | 78 |
| Guorui Liu A STUDY OF THE LEGAL ISSUES OF STEPCHILDREN SUPPORT THEIR STEPPARENTS | 01 |
| Qiaochu Song | 81 |

| COLLEGE ENGLISH GRAMMAR TEACHING GUIDED BY CONSTRUCTIVISM LEARNING THEORY | 85 |
|---|-----|
| Qiaomei Zhao | |
| CULTIVATION AND EXPLORATION OF INNOVATIVE PRACTICAL ABILITY OF | |
| POSTGRADUATES IN MATHEMATICSZhouchao Wei, Li Xiao, Junxia Wang | 89 |
| RESEARCH ON EMOTIONAL EDUCATION FOR POOR COLLEGE STUDENTS | 93 |
| RESEARCH ON THE PRINCIPLES OF NETWORK ETHICS EDUCATION FOR COLLEGE | |
| STUDENTS | 97 |
| A NEW DOUBLE-BLIND SYSTEM APPLIED AT COLLEGE STUDENT INTERVIEW | 101 |
| Jinwei Qiao | 101 |
| RESEARCH ON THE CULTIVATION OF PROFESSIONAL APPLIED TALENTS OF DIGITAL | |
| MEDIA TECHNOLOGY BASED ON OBE MODE Yidan Sun, Fen Liu | 105 |
| RESEARCH ON THE PROFESSIONAL STANDARDS OF PRIMARY SCHOOL TEACHERS | |
| FROM THE PERSPECTIVE OF COMPETENCY | 109 |
| RESEARCH ON BRAND BUILDING OF GREEN AGRICULTURAL PRODUCTS IN GUIZHOU | |
| AGAINST THE BACKDROP OF SUPPLY-SIDE REFORM | 113 |
| Xiaohong Xiao, Qinghong Tian | |
| RESEARCH ON THE REFORM OF TEACHING METHODS OF TAX LAW COURSES IN COLLEGES AND UNIVERSITIES | 117 |
| Xiaohui Sun | |
| RESEARCH ON THE PATH OF THE CONSTRUCTION AND DEVELOPMENT OF COLLEGE | |
| STUDENT ASSOCIATIONS IN THE NEW MEDIA ERA | 120 |
| RESEARCH ON RISK PREVENTION AND CONTROL OF EDUCATIONAL STATISTICS IN | |
| BIG DATA ERA | 124 |
| Juan Xu | |
| INNOVATIVE EXPLORATION OF MODEL EDUCATION IN MAINLAND UNIVERSITIES IN | |
| THE CONTEXT OF DIVERSITY-TAKING THE "5A EXCELLENCE LEADING PROGRAM" OF | |
| JINAN UNIVERSITY AS AN EXAMPLE | 128 |
| Yudong Zeng | |
| CHARACTERISTICS OF THE TIMES OF CHINESE FILM AND TELEVISION A DIVERTISEMENT OF A TION A CANDIST THE RACKED OF MEDIA CONVERGENCE. | 122 |
| ADVERTISEMENT CREATION AGAINST THE BACKDROP OF MEDIA CONVERGENCE | 133 |
| THE REALIZATION OF MOOD THROUGH INTERPERSONAL METAPHOR IN ENGLISH | |
| PUBLIC SERVICE ADVERTISING TEXTSPUBLIC SERVICE ADVERTISING TEXTS | 136 |
| Yanqing Fang | |
| THE CURRENT SITUATION AND EXPLORATION OF THE CURRICULUM | |
| IMPLEMENTATION OF "DESIGN AND PRACTICE OF KINDERGARTEN EDUCATION | |
| ACTIVITIES'' FOR FIVE-YEAR KINDERGARTEN TEACHERS | 141 |
| LEARNING PROMOTION METHOD BASED ON CONCLUDING AND PEER-ASSESSMENT OF | |
| MIND MAPS | 145 |
| Qun Chen RESEARCH ON TALENT TRAINING PATH IN HIGHER VOCATIONAL COLLEGES BASED | |
| ON THE BACKGROUND OF THE INTEGRATED DEVELOPMENT OF CULTURAL | |
| TOURISM—TAKING CHONGQING AS AN EXAMPLE | 150 |
| Lu Sun | 130 |
| GOVERNANCE PRINCIPLES OF COLLABORATION BETWEEN STATE AND INDIGENOUS | |
| PEOPLES OF ARKHANGELSK GOVERNORATE-BASED ON ARCHIVE MATERIALS | 154 |
| Maksim Zadorin, Mikhail Kuprikov, Nikita Kuprikov, Antonina Gorbunova, Irina Bashkina | |
| RESEARCH ON THE PRESENT SITUATION AND COUNTERMEASURES OF INNOVATION | |
| AND ENTREPRENEURSHIP EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES IN | |
| JILIN PROVINCE Xiuli Yu | 159 |

| THE ENLIGHTENMENT OF THE PRACTICE OF CROSS-BORDER ECONOMIC | |
|---|-----|
| COOPERATION ZONES IN DOMESTIC AND ABROAD ON THE CONSTRUCTION OF | |
| YUNNAN CROSS-BORDER ECONOMIC COOPERATION ZONE | 163 |
| Mei Zhao, Lu Feng, Yongqian Li | |
| ON DECONSTRUCTION OF LINGUISTIC SIGNS IN RHETORICAL ACTIVITIES—TAKING | |
| ADVERTISING SLOGAN AS AN EXAMPLE | 168 |
| Ying Yang | |
| INFLUENCE OF STARTING AGE ON SECOND LANGUAGE ACQUISITION | 172 |
| Yadi Deng, Qing Wang | |
| MONETARY POLICY TRANSMISSION: THE LINKAGES BETWEEN REPURCHASE | |
| OPERATIONS AND MARKET INTEREST RATES | 176 |
| Yang-Chao Wang, Jui-Jung Tsai, Kai-Wei Chen | 170 |
| ANALYSIS ON TEXT STRUCTURE | 191 |
| Zhimin Zhang | 101 |
| RESEARCH ON INFLUENCING FACTORS OF CONSUMER TRUST IN B2C E-COMMERCE | 101 |
| | 184 |
| Yang Jing, Shenggui Cai | |
| RESEARCH ON QUALITY EVALUATION AND GUARANTEE MECHANISM OF GRADUATE | 105 |
| STUDENTS ENROLLMENT IN LOCAL UNIVERSITIES | 187 |
| Wei Hou | |
| REFORM AND RESEARCH OF SPOC BLENDED TEACHING MODELS AGAINST THE | |
| BACKDROP OF INTERNET + | 191 |
| Guanghui Feng, Yanchun Liang, Wei Lv, Rui Ma | |
| RESEARCH ON THE INFLUENCE OF DIFFERENTIAL LEADERSHIP ON EMPLOYEES' | |
| WORK ENGAGEMENT | 195 |
| Zhiyong Xu, Jinsong Wang | |
| RESEARCH ON THE FOUR-ELEMENT INTEGRATED MODEL OF ORGANIC | |
| AGRICULTURE DEVELOPMENT IN JIANGXI PROVINCE | 199 |
| Chenchen Chi, Yuanyuan Chen, Rui Xu | |
| ANALYSIS OF INTANGIBLE RESOURCES OF MCDONALD'S AND ITS INFLUENCE BY | |
| BALANCED SCORECARD METHOD | 203 |
| Yuhao Qian, Junshi Chen | |
| APPLICATION OF COMPLEX ADAPTATION SYSTEM THEORY IN CONSTRUCTION OF | |
| PRIVATE HIGHER EDUCATION INSTITUTIONS | 207 |
| Guangliang Zhu, Meixing Lu | 207 |
| ON ENGLISH WRITING ASSESSMENT UNDER THE GUIDANCE OF NATIONAL CRITERIA | 211 |
| Yan Li | 211 |
| EXPLORATION ON OPTIMIZING THE COURSE SYSTEM OF MASTER'S DEGREE IN | |
| AGRICULTURAL ENGINEERING | 215 |
| Xiaopan Fan, Situ Li, Yiming Liu, Yu Shi, Yun Han, Hua Liu | 213 |
| · | |
| STUDY ON THE STRATEGIES OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL | |
| EDUCATION AND INNOVATIVE ENTREPRENEURSHIP EDUCATION IN COLLEGES AND | 210 |
| UNIVERSITIES | 218 |
| Yufang Wang | |
| ANALYSIS AND SOLUTION OF COLLEGE STUDENTS' JOINING THE PARTY IN THE NEW | |
| ERA | 221 |
| Chao Song, Ziyan Zheng, Tianqin Shang, Yun Han | |
| A STUDY ON THE CURRENT SITUATION OF CHINESE CORPORATE SOCIAL | |
| RESPONSIBILITY-AN EMPIRICAL ANALYSIS BASED ON THE OWNERS' VIEW | 224 |
| Huanping Zhang, Bardai Barjoyai, Low Janaka | |
| A STUDY ON THE REALIZATION MECHANISM OF CSR | 229 |
| Maohua Li, Zoltán Zéman, Csaba Lentner | |
| DESIGN OF PRACTICAL TEACHING SYSTEM FOR THE CORE COURSE OF HUMAN | |
| RESOURCES MANAGEMENT SPECIALTY | 233 |
| Yan Liu, Maohua Li | |
| PROBLEMS AND COUNTERMEASURES IN THE CONSTRUCTION OF TEACHERS TEAM IN | |
| THE TRAINING OF APPLIED TALENTS OF ADMINISTRATION MAJOR | 237 |
| Ting Zhang | 207 |
| RESEARCH ON TALENT CULTIVATION MODEL OF HIGHER VOCATIONAL SCHOOL- | |
| ENTERPRISE COOPERATION BASED ON COST-BENEFIT PERSPECTIVE | 240 |
| Juan Xu | 270 |
| Junii 12u | |

| RESEARCH ON THE PROFESSIONAL ADJUSTMENT OF PROFESSIONAL LAYOUT AND | |
|---|-----|
| PROFESSIONAL STRUCTURETAKING HUNAN MODERN LOGISTICS VOCATIONAL AND | |
| TECHNICAL COLLEGE AS AN EXAMPLE | 244 |
| Juan Xu, Shengxian Duan | |
| RESEARCH ON THE EDUCATIONAL REFORM OF ECONOMIC MATHEMATICS FOR THE | |
| PROFESSIONAL APPLICATION AND QUALITY TRAINING OF STUDENTS MAJORING IN | |
| FINANCE AND ECONOMICS IN HIGHER VOCATIONAL COLLEGES | 249 |
| Heqiong Zhang | |
| RESEARCH ON CHINESE-STYLE CORRUPTION PREVENTION SYSTEM BASED ON | |
| MUTUAL TRUST | 253 |
| Yaokui Li | |
| RESEARCH ON THE TRAINING PATH OF CARTOON PROFESSIONAL TALENTS OF | |
| "INTERNET + CARTOON INNOVATION AND ENTREPRENEURSHIP" | 257 |
| Jian Dong | |
| CHARACTERISTICS OF ENTREPRENEURS AND THE CURRENT STATUS OF RESOURCE | |
| COMBINATION IN NEW AGRICULTURAL ENTERPRISES | 260 |
| Hongxin Xiao, Qiuhua Chen | |
| Author Index | |